2020 Census
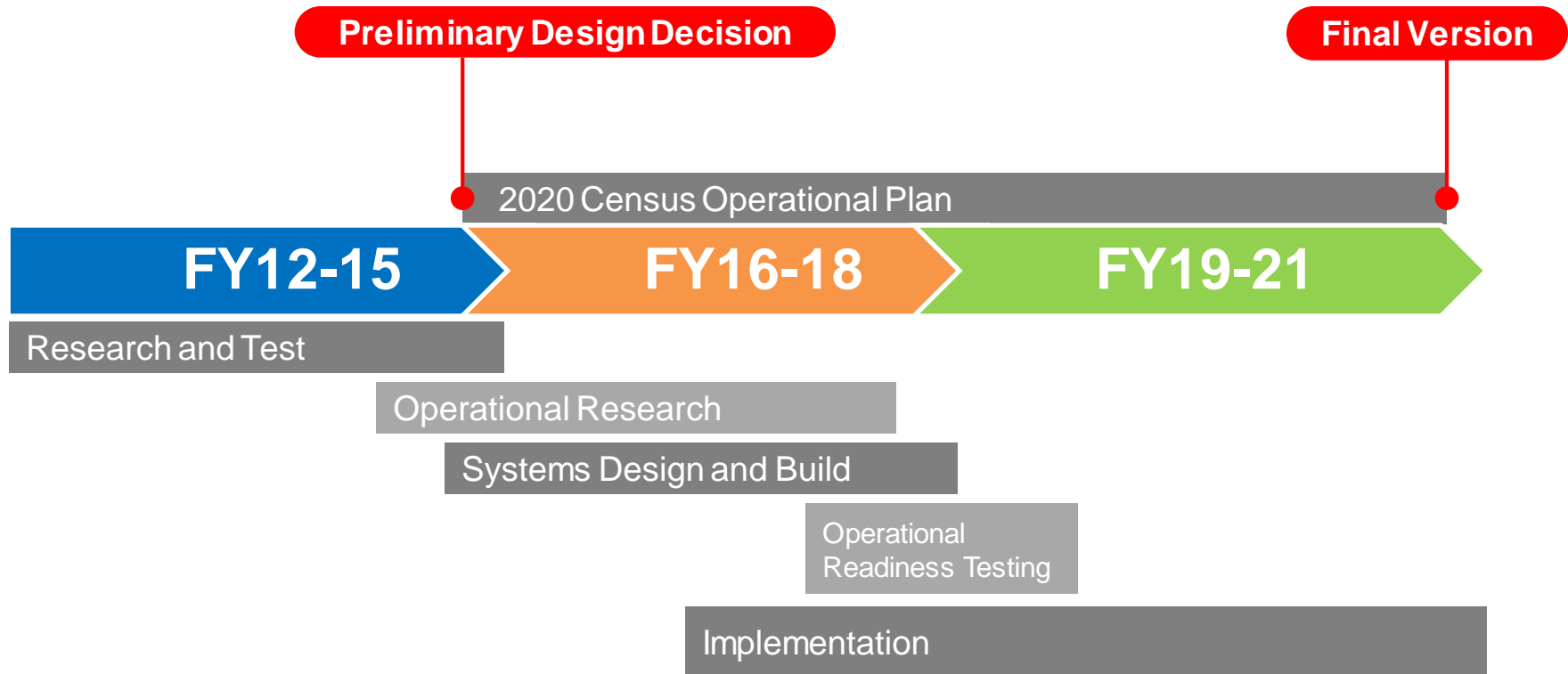# Program Management Review

2020 Census Operational Plan
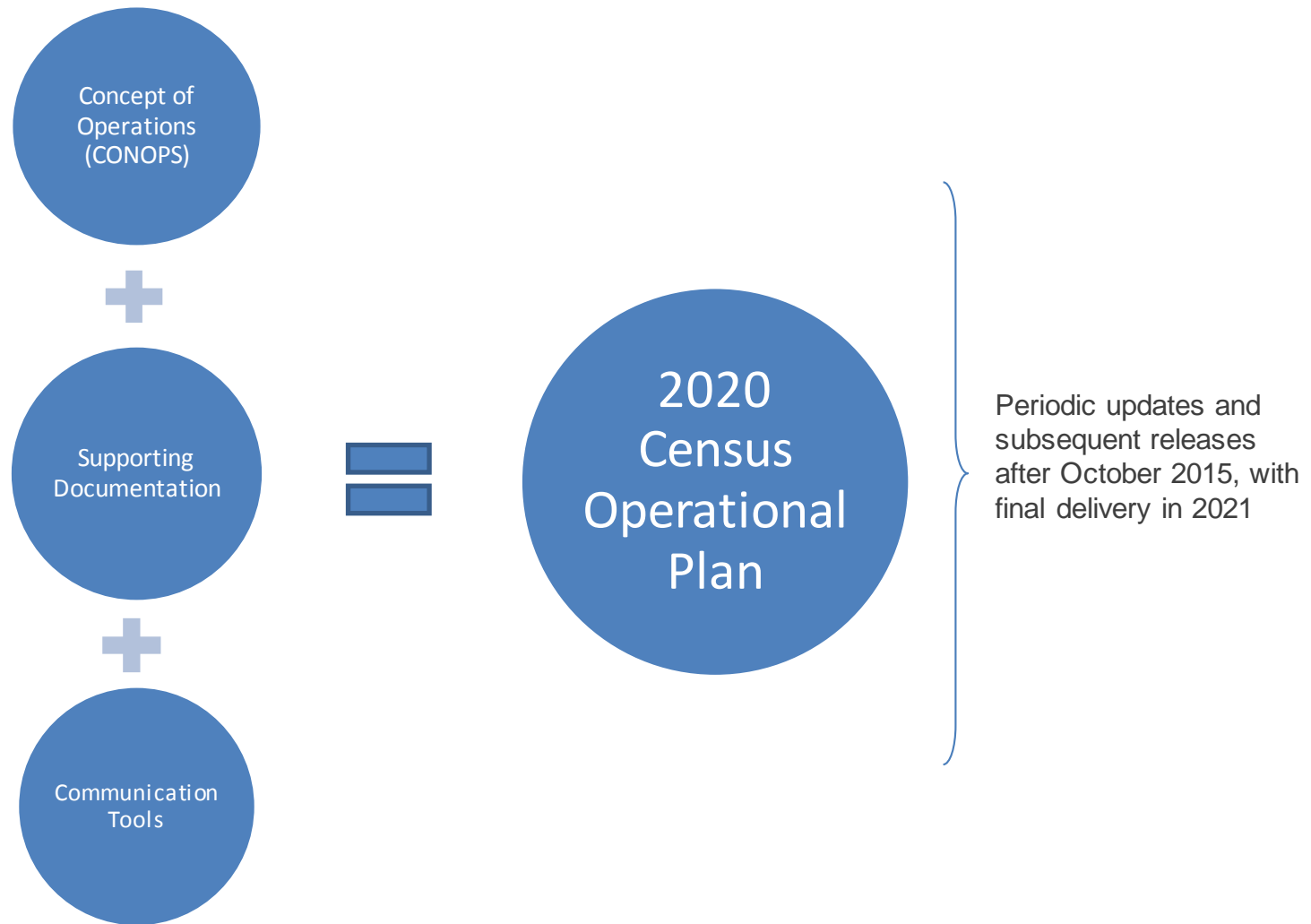
Ann Gwynn Wittenauer
Decennial Directorate

April 8, 2015

Ann Gwynn Wittenauer
Decennial Directorate

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2020 Census Operational Plan Timeline

Preliminary Design Decision

Final Version

2020 Census Operational Plan

FY12-15 → **FY16-18** → **FY19-21**

Research and Test

Operational Research

Systems Design and Build

Operational Readiness Testing

Implementation

2020 Census Operational Plan

Concept of Operations (CONOPS)

+

Supporting Documentation

+

Communication Tools

=

2020 Census Operational Plan

Periodic updates and subsequent releases after October 2015, with final delivery in 2021

Revisions
Provided by Each Operational or Support Area

Initial CONOPS Content

January 2015

- Description of Operations
- IT Capabilities
- Key Decisions
- **2020 Census CONOPS**
- Cost & Quality
- Milestones
- Research
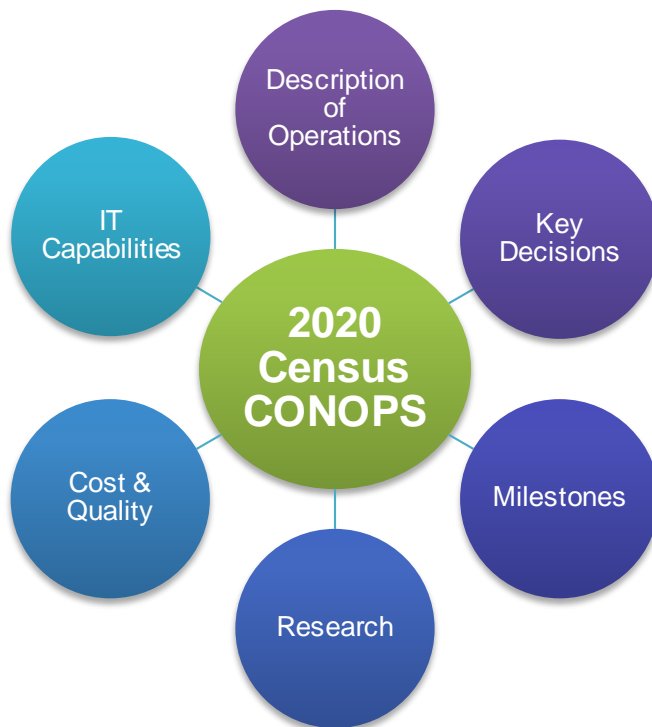
Revised CONOPS Content

March 2015

- 2010 vs. 2020
- Knowledge Mgmt.
- Description of Operations
- IT Capabilities
- Key Decisions
- **2020 Census CONOPS**
- Cost & Quality
- Milestones
- Policy and/or Legal Implications
- Research
- Risks
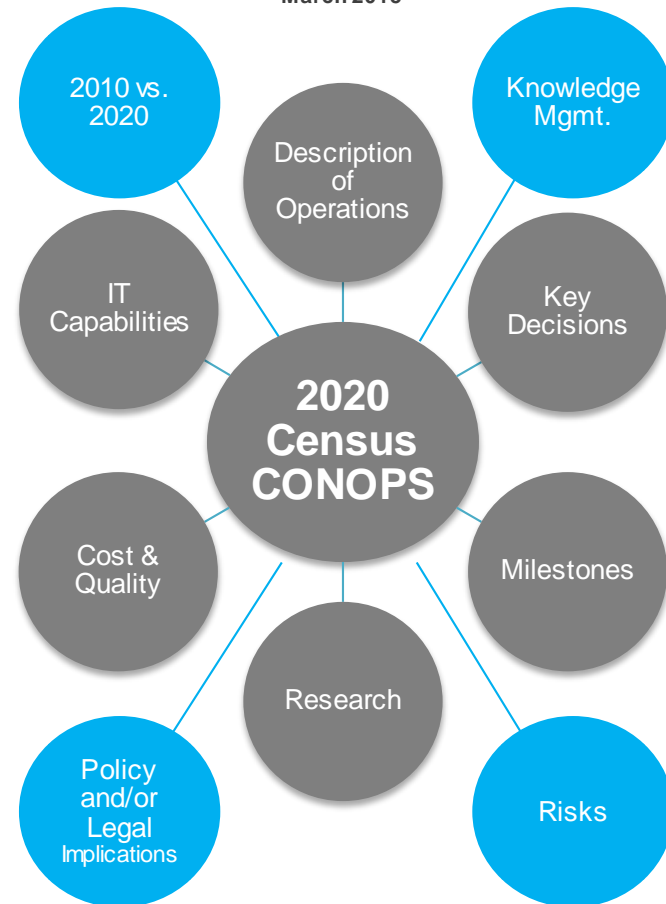
Initial CONOPS:
Local Update of Census Addresses (LUCA)

A partnership program that provides an opportunity, prior to the 2020 Census, for designated representatives of local, state, and tribal governments to review addresses contained in the Census Bureau's MAF/TIGER database

- Decisions and/or Working Assumptions
- Completed Research/Development (FY 2012 – 2015)
- Examples of Proposed Research/Development Activities (FY 2016 – 2017)
- Cost / Quality Impacts
- IT Capabilities

January 2015 CONOPS Content
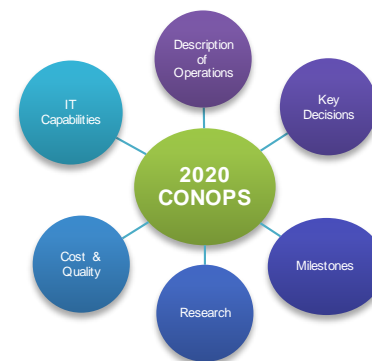
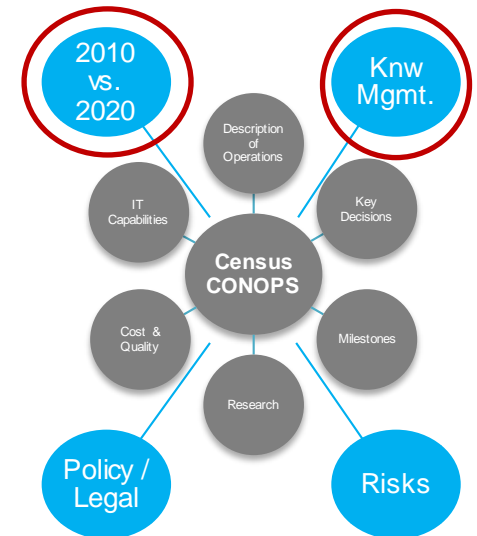# Expanded CONOPS:
Local Update of Census Addresses (LUCA)

2010 vs. 2020

- The 2020 LUCA program will have many similarities to the 2010 LUCA program; however, we hope to simplify many aspects of the program to improve the experience and outcome for both the partners and the Census Bureau.

- The 2020 LUCA program will be compatible with the Geographic Support System Initiative and Address Canvassing.

Knowledge Management Database – Top 3

- **KM Database Rec Number 457:** RECOMMENDATION: Provide materials in standard, off-the-shelf commercial software formats;

- **KM Database Rec Number 459:** RECOMMENDATION: Simplify the process for small (6,000 or fewer housing units), lower-level governments (such as minor civil divisions and places); and

- **KM Database Rec Number 460:** RECOMMENDATION: Explain the definition and use of addresses and housing units better, so that participants will understand why post office boxes and rural route numbers are not in scope for the Census Bureau's Local Update of Census Addresses Program.

March 2015 CONOPS Content

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Expanded CONOPS, Cont'd:
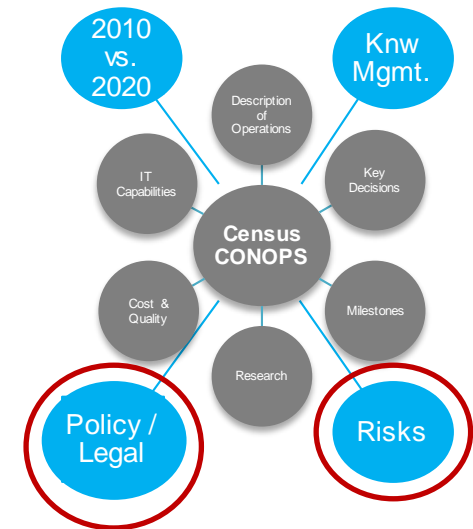## Local Update of Census Addresses (LUCA)

Policy and/or Legal Considerations

LUCA must conform to the Census Address List Improvement Act of 1994 (Public Law 103-430) as well as ensure that we safeguard Title 13 data in the hands of our partners.

Risks – 2 Examples

- **IF** there is not sufficient system, software, and procedure testing, **THEN** problems may be discovered during production causing delays in the operation.
- **IF** local governments are required to perform technical work to meet our Title 13 requirements, **THEN** we need to ensure adequate IT support in a help desk environment to help the local governments adhere to our Title 13 requirements.
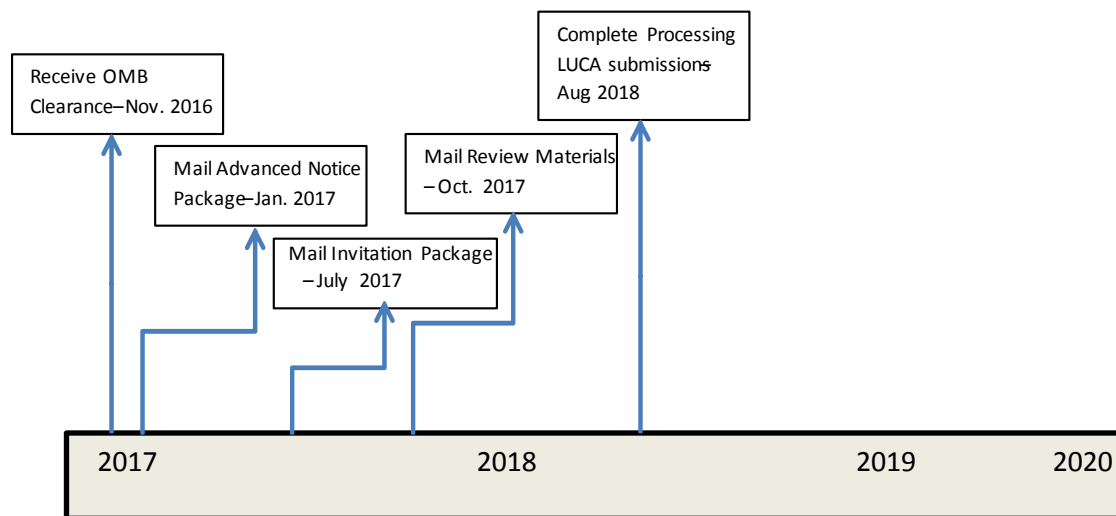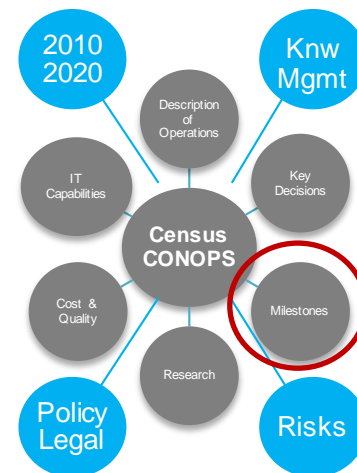
March 2015 CONOPS Content

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Expanded CONOPS, Cont'd:
Local Update of Census Addresses (LUCA)

Notional Milestone Schedule

Receive OMB Clearance–Nov. 2016

Mail Advanced Notice Package–Jan. 2017

Mail Invitation Package –July 2017

Mail Review Materials –Oct. 2017

Complete Processing LUCA submissions Aug 2018

2017   2018   2019   2020

March 2015 CONOPS Content

2010 2020

Knw Mgmt

Description of Operations

IT Capabilities

Key Decisions

Census CONOPS

Cost & Quality

Milestones

Research

Policy Legal

Risks

Operational and Support Areas
Addressed within the 2020 Census Operational Plan*

Program Management

Program-Project Management

Strategic Communications

Census/Survey Engineering

Security, Privacy, and Confidentiality

Legal and Policy

Content and Forms Design

Language Services

Frame

Geographic Programs

LUCA

Address Canvassing

Update Enumerate

Publish Data

Count Review

Data Products and Dissemination

Redistricting Data Program

Count Question Resolution

Archiving

Test and Evaluation

Coverage Measurement Design and Estimation

Coverage Measurement Field Operations

Coverage Measurement Matching (Computer and Clerical)

2030 Research and Planning

Evaluations

Infrastructure

Service Center

Field Infrastructure

Information Technology (IT) Infrastructure

Response Data

Paper Processing

Communications

Internet Self-Response

Non-ID Processing

Group Quarters Operations

Enumeration at Transitory Locations

Nonresponse Followup

Island Areas Enumeration

Federally Affiliated Americans Count Overseas

Census Questionnaire Assistance

Response Processing

Proposed Operational and Support Areas for the 2020 Census, as of December 2014, now categorized by the new work breakdown structure

Research Workshops*

Three objectives:
- Discuss research findings for the key design areas
- Tap expertise of survey methodologists across the agency
- Promote integration

Address Canvassing December 1, 2014	**Administrative Records** February 9, 2015	**Field Reengineering** March 9, 2015	**Optimizing Self-Response** March 23, 2015

Topics
- Advertising & Communications to Support Self-Response
- Pre-Registration ("Notify Me")
- Internet Response without an ID ("Non-ID")
- Using Contact Frame to Encourage Self-Response
- Mail Strategies and Internet Design

*Census Bureau staff only

Early Content Review Sessions

Opportunity for leadership to preview materials and provide feedback

- Closed door discussions
- Comments and questions documented and relayed to section authors for adjudication, and, where appropriate, incorporation
- Representation from the Decennial, Information Technology, Field, Research and Methodology and Communications Directorates

Review Sessions	
February 6, 2015	March 20, 2015
February 12, 2015	April 2015, TBD
February 20, 2015	May 2015, TBD

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Decisions Analysis and Support

✓ Catalog decisions already made and validate

✓ Catalog decisions needed, prioritize, and escalate (in a timely manner)

≡ Document in the Operational Plan

> Establish a baseline

Cost/Quality Analysis

Cost/Quality Team

- Focusing on three major operations: address canvassing, self-response, and nonresponse followup

- Developing a set of quality metrics

- Using the Microsimulator

Conclusion

**Pre-decisional 2020 Census Operational Plan in Progress**

- Initial write-ups submitted for 41 sections of the Operational Plan; revisions underway
- Four early content review sessions conducted
- Four research workshops conducted
- Decision analysis and support began
- Cost/Quality analysis underway

Three-Month Look-Ahead

- Ongoing decisions analysis and support
- Two additional early content review sessions; more as needed

Long Term

- Public release in October 2015
- Updates made throughout remainder of life cycle

Iteration **3**

Iteration **2**

Iteration **1**
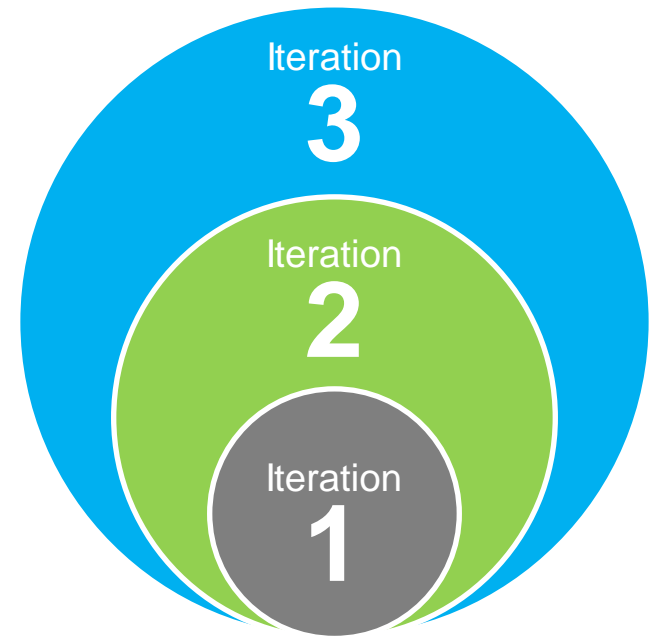
Questions

census.2020.program.management.review@census.gov